

**National Highway Traffic Safety Administration**  
**Heatstroke Campaign**  
**2015**  
**Overview**

The Heatstroke campaign will run from May 11<sup>th</sup> to September 13<sup>th</sup> (18 weeks).

The campaign will be targeted to parents, grandparents and caregivers (including Hispanic) of young children who are still in car seats.

Mediums to be used will be radio and digital.

**Radio**

Radio will enjoy 69% of the total budget. Two networks will be used to deliver the message –

Westwood One  
Entravision

**Westwood One:**

- RADAR Networks
  - NHTSA will run on stations throughout the country with formats that have a high A18+ and A25-54 listenership
  - Coverage in all of the Top 150 markets with over 2,300 stations
- Formats included in the plan will be Country, AC, CHR, Urban, Pop, Gospel, Sports, NASH Nights & Rock networks
- Personality Programming
  - Includes talent such as Bob and Sheri, Bob Kingsley, Donnie McClurkin, Lia and Rick & Bubba
- Custom Integrations & Live Reads
  - Custom NHTSA Feature in the below shows:
    - Bob and Sheri
    - Bob Kingsley Country Top 40
    - The Donnie McClurkin Show
    - Rick & Bubba Show
    - Country Countdown USA with Lon Helton
    - Lia
  - Opportunity for Administrator to be interviewed by above talent and run as :60 vignette
    - 3 interviews within the 5 shows above (interviews are subject to talent availability and administration schedule)

**Entravision:**

- NHTSA will utilize network programming that has a high composition of Hispanic A18+ listeners
  - Entravision Select Network
  - 95.8% A18+ Coverage
- Alex Lucas “El Genio Lucas”
  - Alex Lucas is Tony Robbins meets the Latino inspiration leader Cesar Chavez. Latino listeners kick-start their day with unique inspirational messages and soft tone from Alex Lucas. His humble beginnings and struggles in the fields are his drive to influence and guide Latinos towards a better future.
  - 59 Stations Airing the Show
  - Recently partnered with Univision Radio and the El Genio Lucas Morning Show now airs in 6 of their markets: Chicago, Dallas, Houston, Austin, San Diego and San Francisco.
  - Talent Fee at No Charge
  - Produced and Live Spots M-F with Alex Lucas “El Genio Lucas”
  - Social components
- Added-Value
  - 36 Bonus Entravision Select Network Spots
  - Opportunity for Administrator to be interviewed and run as :60 vignette
  - Alex Lucas Talent at No Cost

**Digital**

The digital portion of the plan has been allocated 31% of the total budget.

The digital plan will use programmatic display for the general market, as well as, the Hispanic market. The Hispanic portion of the plan will represent 15% of the budget.

**Programmatic:**

**Display: \$240,000**

- **The ExchangeLabs** – Performed well on Distracted Campaign overcoming creative issues and over-delivering by 7MM impressions and on budget. Package includes an additional 10% in bonus impression on top of offered added value for this paid package.
- **Centro** – Combination of programmatic solution & local site network targeted to both primary and secondary targets.

- **TapAd** – Device graph technology allows 90% accuracy in verifying all targeted impressions are served to the same person across all devices and screens.

**Hispanic Display: \$30,000**

- **TapAd** – Device graph technology allows 90% accuracy in verifying all targeted impressions are served to the same person across all devices and screens targeted at Hispanic because of heavy mobile use.

**Streaming - \$130,000 (includes \$30K in Hispanic Streaming)**

- **iHeart Radio** – Includes both customizable streaming platform and terrestrial station streaming for both general market and Hispanic targets with audio, display and high impact units
- **Pandora** – super serves both primary and secondary targets in general market